

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant :	Adam J. Weissman et al.	Art Unit :	2167
Patent No. :	7,698,266	Examiner :	Luke S. Wassum
Issue Date :	April 13, 2010	Conf. No. :	4087
Serial No. :	10/807,264		
Filed :	March 24, 2004		

Title : MEANING-BASED ADVERTISING AND DOCUMENT RELEVANCE  
DETERMINATION

Attn.: Certificate of Corrections Branch  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

TRANSMITTAL OF REQUEST FOR CERTIFICATE OF CORRECTION

Applicant hereby requests that a certificate of correction be issued for the above patent in accordance with the attached request.

One or more of the errors sought to be corrected were made by applicant. The required fee of \$100 is being paid concurrently herewith on the Electronic Filing System (EFS) by way of Deposit Account authorization. Please apply any other charges due or credits to Deposit Account No. 06-1050.

Respectfully submitted,

Date: June 9, 2010

/Leila R. Abdi/

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## UNITED STATES PATENT AND TRADEMARK OFFICE CERTIFICATE OF CORRECTION

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PATENT NO. .: 7,698,266  
APPLICATION NO .: 10/807,264  
DATED .: APRIL 13, 2010  
INVENTOR(S) .: ADAM J. WEISSMAN AND GILAD ISRAEL ELBAZ

It is certified that an error appears in the above-identified patent and that said Letters Patent is hereby corrected as shown below:

First Page, Column 2 (Other Publications), Line 3, Please delete “confremnce” and insert – conference --

In Column 17, Line 42, Claim 12, before “11,” delete “of claim” (Second Occurrence)

In Column 18, Line 45, Claim 18, before “17,” delete “of claim” (Second Occurrence)

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